July 2025

Since November 2023, my household has averaged 3.7 carrots per Lufa order, 24.5 kilograms in total, and every one of them arrived fresher than what we’d find at the grocery store. I know from personal experience that Lufa’s marketplace already beats the grocery incumbents on freshness, convenience, and story. As VP of Digital Products, I’d bring a systems-thinking lens to product leadership — ready to fine-tune the stack, boost delivery speed, and use data-driven insight to scale a platform that powers both Lufa’s growth and a stronger local food system.

For over a decade, I have worked as a data-driven product leader with a proven track record of end-to-end product lifecycle management — from vision and strategy to execution and delivery. My dual strengths in bridging visionary strategy and impact-oriented delivery are why Founderland brought me on as Head of Platform. I rebuilt the organization’s product vision using a data-driven approach, which transformed market research and competitive analysis into a roadmap that could capitalize on a critical competitive advantage — the platform's large and dedicated community. I created a culture of clarity and momentum by teaching the team to turn user research into user stories that shaped our backlog and guided sprint work — aligning day-to-day delivery with business goals, ensuring timeliness, and reinforcing purpose at every level of the org.

At Wikimedia Germany, the org behind Wikipedia, I led the transformation of Wikibase Suite from an established but flagging open-source project into a high-growth, community-powered success story. I led a 10-person cross-functional team using two-week Scrum sprints, quarterly OKRs, and a living roadmap to connect strategic vision to day-to-day priorities. These structures, paired with hands-on engagement across stakeholders, positioned me as a core bridge between internal teams, researchers, and end-users — a role that helped secure €17M in department-wide funding and align our work with both mission and market needs.

At Wikimedia, our 289K end-users hailed from 50+ institutions, including 17 national libraries and museums, including the Smithsonian, and the EU Government. Much like Lufa’s producers and suppliers, Wikimedia’s users are critical collaborators. Recognizing the value of Wikimedia’s users, during my tenure I invested heavily in stakeholder collaboration, adopting strategies that empowered users to directly shape our roadmap, grow their own ecosystems, and contribute to our open-source platform. By modernizing the codebase, improving scalability, simplifying installation, and boosting reliability, we grew downloads from 5K to 100K and enabled 5.53B new facts to be shared with the world — a 44% increase — all in just three years.

At Baze Labs, a DTC health platform that leveraged a first-of-its-kind at-home blood test to help people uncover and address nutrient deficiencies, I led the team of UX designers and researchers, owned the product strategy, and managed the product development roadmap & backlogs – keeping us in tight alignment with business objectives and customer needs. I collaborated on market research and surfaced our priorities using a RICE prioritization system, with inputs drawn from regularly updated competitive analysis. I co-led our initiative to successfully secure FDA clearance for a first-of-its-kind, self-administered, at-home blood test.

Now ready to go to market, I evolved our product oﬀering to increase CLTV and reduce CAC, while ensuring compliance with security and regulatory standards. This included leading design and experiment-driven engineering eﬀorts to adapt our pricing and in-app acquisition strategies — grounded in exit surveys and advisory board insights — which helped us reach product-market fit and ultimately enabled a successful acquisition during the uncertainty of the pandemic.

At Baze Labs, like at Lufa, our digital product required a careful negotiation of the complex logistics associated with shipping perishable goods (in our case, blood and vitamins) and a subscription-based pricing model built on top of a bespoke ecommerce platform, all of which needed to be wrapped in an accessible and delightful customer experience.

I’d be thrilled to bring my experience leading complex platforms with a big vision, scaling agile product practices, and aligning stakeholder networks to help Lufa deepen its digital edge. I see in Lufa not just a marketplace, but a movement — one rebuilding food systems through supply chain nuance, technical excellence, and community care. I’d be honored to help shape your next chapter.

Warm regards,
Jon

Warmly,

Jon Amar

they/them

Jon Amar

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## **SUMMARY**

Strategic product leader and 3× founder with 10+ years of experience turning complexity into clarity—for users, teams, and ecosystems. From FDA-regulated health tech to the open-source platform behind Wikipedia, Apple Maps, and the EU Data Portal, I’ve led product strategy, design, and delivery across sectors. My leadership has driven 80+ institutional launches and reached 300K+ end users—unlocking CA $114.3M in value across three platforms. Known for scaling mission-aligned products into engines for growth, equity, and trust, and for building diverse, high-retention teams (91% across 42 hires).

## **EXPERIENCE**

**Senior Product Manager – Platform Lead, Wikibase Suite**

**Wikimedia**

October 2022 - May 2025 • Montreal, QC, Canada

Led product strategy and cross-functional delivery for Wikibase Suite, the open-source knowledge graph platform powering Wikipedia, OpenStreetMap, the EU’s data portal, and 17 national libraries. Repositioned the platform as foundational infrastructure for the modern web of facts—serving 104 institutional deployments, 289K end users, and billions of downstream consumers.

* Drove 47% CAGR growth in platform adoption and secured 98% institutional retentionl; 104 institutional partners, equivalent to CA $24.8M ARR in realized partner value.
* Delivered 6 production-ready tools and launched 3 new community hubs to enable self-serve deployment and unlock new contributor pipelines.
* Closed a three-year €17M (CA $26.6M) funding agreement by aligning roadmap, impact metrics, and community priorities.
* Built and led a 10 person, women-majority tech and design team; coached PMs and co-founded Wikimedia’s internal DEI practice.
* Orchestrated platform modernization through internal analytics, user research, and collaboration infrastructure—powering over 2B linked data facts across the open knowledge ecosystem.

**Head of Platform (Interim)**

**Founderland**

April 2022 - October 2022 • Berlin, Germany

Rebooted product and platform strategy for Founderland, a European nonprofit supporting women of color entrepreneurs. Brought delivery and design maturity to a fast-moving team across 25+ countries and repositioned the platform as a growth engine for ecosystem-wide funding access and community-driven programming.

* Defined strategy, KPIs, and OKRs for a 600+ member founder platform; introduced agile cadences and built team rituals to stabilize delivery.
* Uncovered bottlenecks in operations and surfaced hidden workstreams, improving visibility, throughput, and cross-functional alignment.
* Co-designed peer-driven engagement features that elevated founder visibility and surfaced support networks—helping participants raise CA $13.7M in VC, or 1⁄12 of all capital raised by women of color founders in Europe that year.
* Coached leadership through culture change, established a KPI-driven squad, and mentored 3 direct reports across product and design.

**Founder**

**Scrappy Kin**

April 2021 - March 2022 • Berlin, Germany

A radically ethical toy company. I rescued fast fashion denim from waste streams, turning it into quality toys with big messages for the next generation.

**Head of Product**

**Baze**

March 2017 - November 2020 • Berlin, Germany

Owned product vision and delivery for a personalized nutrition startup combining at-home diagnostics, ML-driven supplement plans, and subscription SaaS. Scaled the company from prototype to acquisition, achieving CA $16M ARR on CA $9M in capital.

* Led strategy and GTM for a regulated DTC platform across cold-chain blood testing, mobile UX, and supplement logistics.
* Boosted first-purchase conversion 1.8× via flexible pricing, UX experiments, and iterative bundling architecture.
* Improved retention through behavior-driven subscription design—achieving 82% avg daily adherence and a 54% lift in CLTV.
* Reduced churn by 24% by redesigning onboarding to accelerate time-to-value and align early UX wins with customer intent.
* Built and scaled a cross-functional team across Berlin and Boston; led hiring for 22 roles with 91% retention; 6 direct reports across UX, product, and engineering.
* Co-led FDA clearance of the first at-home nutrient blood test; supported retail GTM strategy with messaging, pricing, and packaging.

**Co-Founder & Head of Platform Strategy**

**Awesome Shield**

January 2015 - March 2017 • Berlin, Germany

Co-founded an open-source EdTech company helping kids learn to code through hands-on electronics and web-based curriculum. Led platform delivery and business strategy from concept to launch, reaching over 1,000 learners and growing a 650-member community.

* Owned platform vision, UX, and curriculum roadmap for an interactive coding and hardware kit.
* Exceeded crowdfunding goal 2.5× with a Kickstarter campaign combining narrative marketing and early user engagement.
* Ran community programming and tested user pathways to inform product–market fit and early revenue models.
* Managed full-stack contractor team across hardware, software, and education content; built early distribution partnerships.

**Founder & Managing Director**

**SGD Design and Development Agency**

January 2007 - March 2015 • Berlin, Germany

Founded and led a creative technology agency delivering branding, UX, and digital campaigns for clients ranging from startups to global brands (BMW, TED, Pfizer). Bridged design, code, and business strategy across 12+ product launches and hundreds of deliverables.

* Founded and led a creative technology agency delivering branding, UX, and digital campaigns for clients ranging from startups to global brands. Bridged design, code, and business strategy across 12+ product launches and hundreds of deliverables.
* Grew agency through word-of-mouth and founder networks; managed budgets, hiring, and client relationships hands-on.
* Built and launched full-stack digital products using JavaScript, CSS, PHP, and MySQL—years before modern no-code ecosystems.
* Balanced speed and quality to support small businesses and global clients alike; known for aligning creative with commercial outcomes.

## **SKILLS**

**Product Leadership**

People Management, Strategy & OKRs, Roadmaps, Scrum and Kanban Agile, Market & Competitive Analyses, Hiring (42 hires, 91% retention)

**Research and Data-Driven**

1000s of Multivariate and A/B Tests, 100+ Usability Studies & Surveys, 3 Community Advisory Boards, Product Analytics (SQL, Mixpanel, Google Analytics)

**AI Optimization & Strategy**

Production AI Systems (Shipped FOSS), Privacy-Centric NLP Architecture, Cross-Model Evaluation & Optimization, Prompt Engineering, Multi-Agent Orchestration (Langchain, OpenAI, Anthropic, Ollama, etc.), AI-Driven UX Design Experimentation, AI Cost & Performance Optimization

**Multi-Sector Product Leadership**

Health Tech (FDA-regulated diagnostics), Small Business Growth (SMBs), Open Knowledge (Wikipedia-scale platforms), GovTech (EU agencies, national libraries), Impact Technology (WOC founder ecosystem)

**Technical Fluency**

Data Pipelines, APIs, CI/CD, Docker, Git, Python, SQL, JavaScript, TypeScript, Node.js, React, Vue, Tailwind CSS, PHP

**Design & Branding**

30+ Brand Launches, 10+ Packaging Projects, UX/UI Design, Native Apps, Web, E-commerce Marketplaces, Film & Visual Storytelling

## **EDUCATION**

**Executive Master's degree of Business Administration (EMBA)**

**Quantic School of Business**

2020 - 2021 • Washington, DC, USA

**Bachelor's degree in Business & Music**

**University of British Columbia**

2005 - 2009 • Vancouver, Canada

## **SPEAKING ENGAGEMENTS**

**Professional Development Workshop**

**McGill School of Information Studies**

2025

**Product Management Workshop**

**McGill School of Information Studies**

2025

**Managing Datasets and Collections with Wikibase**

**MediaWiki User and Developers Conference**

2024

**Introduction to User Experience Design**

**REDI School of Digital Integration**

2021-2022

## **LANGUAGES**

**English / Anglais**: Native speaker; adept in professional, technical, and executive contexts.

**French / Français**: Strong comprehension - B2; Conversational speaking/writing - B1 (in progress).